

# Storskogen CEO to step down

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**Today, Storskogen announces that co-founder and CEO, Daniel Kaplan, following consultation with the Board, steps down as CEO. Christer Hansson, EVP Head of Business Area Trade, is taking on an interim CEO role. The recruitment process for a new CEO will be initiated.**

Storskogen today announces that Daniel Kaplan, co-founder and CEO of Storskogen, following careful consideration and consultation with the Board of Storskogen, has decided to step down.

“Taking Storskogen from an abstract idea to an enterprise with SEK 36 billion in turnover, 3.2 billion in profits, and a workforce of 12,000 across 27 countries in just 12 years has been an exhilarating entrepreneurial journey, one that fills me with immense pride. The remarkable individuals and organisations I've had the privilege to collaborate with have transformed my years with Storskogen into some of the most dynamic and fulfilling of my professional life”, Daniel Kaplan, CEO of Storskogen, stated.

“I am proud of what we have achieved together as a team. The past years have been very rewarding, but also demanding not in the least given the extraordinary external environment we have operated in. During a difficult and complex 2023 we managed to close the year with a strong cash flow, net sales up by five percent in a complex and difficult year and a clear ambition to further reduce debt and protect margins and market shares whilst increasing focus on organic growth initiatives. I believe the timing is right to hand over to a new CEO to accelerate the strategic execution towards organic growth. Storskogen is a truly exciting company with the foundations to create long-term value and I remain an engaged shareholder”, added Daniel Kaplan.

“On behalf of the Board of Directors I would like to thank Daniel for his invaluable contributions to the Storskogen journey. Since co-founding the company in 2012 and later taking on the role as CEO, Storskogen has seen extraordinary growth including expansion into new business areas and geographies as well as becoming a publicly listed company in 2021. Daniel has been and continues to be a vital part of the company's DNA and culture. Therefore, we are very pleased that Daniel will continue to support Storskogen going forward as an active shareholder”, comments Annette Brodin Rampe, Chairman of the Board.

Christer Hansson, who will take on the role as interim CEO with immediate effect, has been with the company since 2016, most recently as EVP Head of Business Area Trade. Prior to Storskogen, Christer served as Country Manager and Nordic Service and Solutions Director at Dustin AB, and Senior Sales Manager at Telia.

“I am humbled to assume the role as interim CEO of Storskogen, an assignment that comes with great responsibilities. Having been part of the company since 2016, I have in-depth knowledge of the business and I look forward to working with the entire team and contributing to delivering on Storskogen's strategic priorities in my new temporary role”, says Christer Hansson.

Åsa Murphy will take on the temporary role as EVP Head of Business Area Trade with immediate effect during the tenure of Christer Hansson serving as interim CEO.

“We are very pleased that Christer has accepted the role as interim CEO enabling a smooth transition, continued focus on the strategic priorities and acceleration towards organic growth”, adds Annette Brodin Rampe, Chairman of the Board.

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## **ABOUT STORSKOGEN**

Storskogen is an international group of businesses across Trade, Industry, and Services. We are uniquely positioned to identify, acquire, and develop market leaders with sustainable business models over an infinite ownership horizon. Storskogen creates value by providing access to capital and strategic direction combined with active governance and a decentralised operational model. Storskogen has over 12,000 employees, net sales of SEK 36 billion (LTM) across a diversified group of businesses and is listed on Nasdaq Stockholm.